

1 of 5

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	213-568-6540
Salesperson FAX#	213-568-1845

## BERKLEY FOR SENATE -30S WEEK 3 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/16-10/19	4	1	4	\$200.00	
		Buyline Comment: NEWS										
	2	M	430A-459A	NEWS	:30	\$50.00	10/22-10/22	1	1	1	\$50.00	
		Buyline Comment: NEWS										
	3	M	5A-6A	NEWS	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/16-10/19	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/16-10/19	8	1	8	\$2,400.00	
		Buyline Comment: NEWS										
	6	M	6A-7A	NEWS	:30	\$300.00	10/22-10/22	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	7	M	7A-9A	TODAY SHOW	:30	\$400.00	10/22-10/22	3	1	3	\$1,200.00	
		Buyline Comment: TODAY SHOW										
	8	TU-F	7A-9A	TODAY SHOW	:30	\$400.00	10/16-10/19	12	1	12	\$4,800.00	
		Buyline Comment: TODAY SHOW										
	9	TU-F	12P-1230P	NEWS	:30	\$175.00	10/16-10/19	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	10	M	12P-1230P	NEWS	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
		Buyline Comment: NEWS										

Rep Order# 6830031 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 103688

Printed: 06/28/2012 10:13 AM  
Last Received: 06/27/2012 6:57 AM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 308  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR, JOHNSON, MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //308  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	9A-10A	Buyline Comment: TODAY 2	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	12	TU-F	9A-10A	Buyline Comment: TODAY 2	:30	\$175.00	10/16-10/19	4	1	4	\$700.00	
	13	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/16-10/19	4	1	4	\$800.00	
	14	M	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	15	M	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	16	TU-F	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	17	TU-F	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	18	M	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	19	M	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/22-10/22	2	1	2	\$900.00	
	20	TU-F	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/16-10/19	8	1	8	\$3,600.00	
	21	TU-F	730P-8P	Buyline Comment: FACE	:30	\$225.00	10/16-10/19	4	1	4	\$900.00	

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Rep Firm	
Sales Office (	) PHILADELPHIA
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Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Daypart

Rep Order# 6830031 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 103688 Printed: 06/28/2012 10:13 AM 5 of 5  
 EC'd Yes Last Received: 06/27/2012 6:57 AM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) BERKLEY FOR SENATE  
 Product BERKLEY FOR SENATE  
 Estimate# 30S  
 Buyer MICHAEL DIETTORRE  
 Phone#  
 Fax#  
 Agency ( ) SHORR, JOHNSON, MAGNUS  
 1831 CHESTNUT ST. #602  
 PHILADELPHIA, PA 19103  
 Agency C/P1/P2/E //30S  
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 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

---REPORT TOTALS---  
 Report Totals: 123 / \$39,075.00

---SALES MONTHLY TOTALS---  
 Oct 12: 123 / \$39,075.00  
 Sales Totals: 123 / \$39,075.00  
 Station Totals: 123 / \$39,075.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$195,375  
 CATV 0% KBLR 0% KLAS 32% KSNV 20%  
 KTNV 21% KTUD 0% KVMY 1% KVVU 25%  
 XXXX 0%

---COMPETITIVE COMMENTS---  
 NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+